of the target N-terminal fragment of  $A\beta_{1-42}$  peptide optionally with a spacer (e.g., Gly-Gly,  $\epsilon$ -N Lys).

The peptide immunogen of this invention is represented by one of the following formula:

 $(A)_{n}\text{-}(N\text{-terminal fragment of }A\beta_{1\text{-}42}\text{ peptide})\text{-}(B)_{o}\text{-}(Th)_{m}\text{-}X; or \\ (A)_{n}\text{-}(Th)_{m}\text{-}(B)_{o}\text{-}(N\text{-terminal fragment of }A\beta_{1\text{-}42}\text{ peptide})\text{-}X;$ 

## wherein

each A is independently an amino acid;

each B is a linking group selected from the group consisting of an amino acid, gly-gly,  $(\alpha, \epsilon\text{-N})$ lys, Pro-Pro-Xaa-Pro-Xaa-Pro (SEQ ID NO:77);

Each Th comprise an amino acid sequence that constitutes a helper T cell epitope, or an immune enhancing analog or segment thereof;

(N-terminal fragment of  $A_{\beta_1-42}$  peptide) is a synthetic peptide B cell target site antigen and is a fragment of about 10 to about 28 amino acid residues wherein each fragment comprises EFRH of the  $A_{\beta_1-42}$  peptide or an immunologically functional analog thereof;

X is an  $\alpha\text{-COOH}$  or  $\alpha\text{-CONH}_2$  of an amino acid ;

n is from 0 to about 10; m is from 1 to about 4; and o is from 0 to about 10.

## In the Claims

12. The peptide immunogen represented by one of the following formulae:

(A)<sub>n</sub>-(N-terminal fragment of A $\beta_{1-42}$  peptide)-(B)<sub>o</sub>-(Th)<sub>m</sub>-X;or

 $(A)_{n}$ - $(Th)_{m}$ - $(B)_{o}$ -(N-terminal fragment of  $A\beta_{1-42}$  peptide)-X;

wherein

each A is independently an amino acid;